



Every Day is **Earth Day** at NOAA



Thomas Jefferson would be proud. He created “Survey of the Coast” in 1807 to ensure that our young nation’s vast and unexplored coastal waters were accurately and fully charted. This first federal science agency, along with other pioneering U.S. agencies, shaped the values that NOAA embodies today: keeping people safe, property protected, communities thriving, and businesses strong.

On the front lines for America 24/7, NOAA’s work stretches from the surface of the sun to the depths of the sea, from every region of the U.S. to many corners of the globe. Millions of people, in homes, schools and workplaces, and in the air and at sea, begin and end each day with NOAA information.

NOAA’s integrated programs focus on weather, climate, fish, oceans, coasts and satellites, each built on sound science, service and stewardship. The environmental and economic value is immense. NOAA products and services affect more than one third of America’s Gross Domestic Product.

It’s hard to imagine any sector of our economy that does not depend on NOAA:

People and businesses count on NOAA for weather forecasts and life-saving alerts.

Farmers rely on NOAA’s long-range climate forecasts to decide what to plant and when.

Fishermen trust NOAA’s nautical charts and check tide, current and weather information before heading to sea and while on the water.

Marine shipping companies, which transport 90 percent of U.S. goods, count on NOAA data to keep ports and waterways safe.

Airlines save millions of dollars by using NOAA real-time weather information to keep passengers and planes from being stranded in bad weather.

America’s coastal communities reap the environmental and economic benefits of NOAA’s ocean and coastal stewardship, particularly for fisheries, recreation and tourism.



Weather Forecasting Saves Lives and Livelihoods

NOAA satellites, radar systems, observational buoys, and hundreds of monitoring stations help provide the real-time, dependable, around-the-clock weather, climate and water data that businesses and communities rely on daily.

With our partners, NOAA is spearheading “Weather-Ready Nation” to help communities better prepare for and recover from weather-related disasters.

Predicting Long-term Conditions is Good Business

Electricity providers use NOAA climate data to anticipate heating and cooling demands.

Farmers use NOAA’s long-term temperature, precipitation and freeze information to decide when to invest in equipment such as irrigation systems.

By using NOAA temperature and freeze trends to design more efficient foundations, the U.S. home building industry saves about \$300 million yearly in construction costs alone.

Sustaining Fish Protects a Valued Way of Life

As NOAA works to end overfishing, we see a brighter future for fishermen and their communities — most of the nation’s 45 fishery management plans now have annual catch limits and other important measures.

NOAA has leveled the playing field for U.S. fishermen by combating illegal, unreported and unregulated fishing in cooperation with international partners.

Supporting Coastal Communities is Vital to America’s Economic Health

Coastal economies provide goods through ports, food from the sea, and great vacations that support local economies. NOAA is a partner in strengthening their resiliency -- building hazard mitigation into development plans, creating tools for smart floodplain management, minimizing storm and beach erosion risks, identifying hurricane-force wind design standards, and shielding fragile shorelines.

In 2010, nearly 60 percent of America’s Gross Domestic Product was generated in coastal watershed counties, supporting about 66 million jobs.



NOAA is the nation’s ocean and atmospheric science agency. Our researchers — marine biologists, oceanographers, meteorologists, geologists and more — constantly monitor, study and assess the environment. We work with academic, state and local government, and industry partners to develop new ways to apply this information to the problems and opportunities facing all Americans.

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